

## CLAIMS

1. A system for performing real time monitoring of activities on an interactive network server, the system comprising:

an interactive network server including a source of information, an information controller and a server activity reporter, said interactive network server coupled to a computer network, for receiving requests for at least first information from at least one visitor accessing said interactive network server, and responsive to said requests, for providing said at least first information from said source of information to said visitor over said computer network, said information controller for controlling said providing of said at least first information to said at least one visitor, and said server activity reporter for providing an indication of at least some of said activities on said interactive network server;

a data filter, responsive to said interactive network server activity reporter, for filtering at least some of said interactive network server activity information and for providing filtered interactive network server activity information;

a data analyzer, responsive to said filtered interactive network server activity information, for

determining at least the present status of said at least one visitor accessing said interactive network server;

a data reporter, responsive to said data analyzer and to a request for visitor information, for organizing and preparing for display, in a graphical format, at least said present status of said at least one visitor accessing said interactive network server; and

at least one network server administrative terminal including a data display device and a data input device, said at least one network server administrative terminal providing a request for visitor information to said data reporter, and responsive to said data reporter, for displaying, on said data display device, said at least present status of said at least one visitor in graphical format.

2. The system of claim 1 wherein said information controller is responsive to an information control signal, for controlling said providing of said at least first information to said at least one visitor.
3. The system of claim 2 wherein said data input device of said at least one network server administrative terminal provides said information control signal.

4. The system of claim 1 wherein said data filter is responsive to a data filter input file, and wherein said user input device from said at least one network server administrative terminal establishes said data filter input file.
5. The system of claim 4 wherein said data filter input file establishes desired visitor information which will be used to generate real time graphical reports.
6. The system of claim 5 wherein said desired visitor information is based on visitor activity on said interactive network server.
7. The system of claim 1 wherein graphical format is selected from the group consisting of a pie chart and a bar chart.
8. The system of claim 1 wherein said graphical format includes at least visitor information arranged in at least one format selected from the group consisting of a visitor format, a category format and a sequence format.
9. The system of claim 1 wherein said interactive network server includes at least one interactive web site server.

10. The system of claim 9 wherein said visitor information displayed in a graphical format includes the amount of time the visitor has been on the interactive web site server, the amount of time the visitor has been on a given web page and a category description of the given web page.
11. The system of claim 9 wherein said Internet web site server includes a plurality of Internet web site servers coupled together to act as one Internet web site server.
12. The system of claim 1 wherein said computer network includes the World-Wide-Web.
13. The system of claim 1 wherein said at least first information includes at least one web page provided from said interactive network server to said at least one visitor.
14. The system of claim 1 wherein said interactive network server receives a plurality of requests for a plurality of information from said at least one visitor.
15. The system of claim 1 further including:

a visitor information log, responsive to said at least one visitor accessing said interactive network server, for recording visitor information generally in real time, as said visitor information is generated, said recorded visitor information including at least a visitor identifier for each visitor accessing said interactive network server, said at least first information requested by said at least one visitor, and at least said first information provided by said interactive network server; and

a data parser, responsive to said visitor information, for organizing said recorded visitor information according to at least individual visitors accessing said interactive network server.

16. The system of claim 15 wherein said visitor identifier stored in said visitor information log includes an IP address.
17. The system of claim 1 wherein said interactive network server provides at least second information to said visitor, said at least second information not requested by said visitor.

18. The system of claim 1 wherein said visitor information includes the URL of web pages which said at least one visitor has accessed on the interactive network server.
19. The system of claim 6 wherein said visitor information further includes shopping cart contents.
20. The system of claim 15 wherein said data parser organizes said reported visitor information according to at least one individual visitor and in chronological order according to said at least one individual visitor.
21. The system of claim 1 wherein said data analyzer determines, in addition to the present status of said at least one visitor, the past history of said at least one visitor during said at least one visitor's present access to said interactive network server.
22. The system of claim 2 wherein said data analyzer further includes a data trigger, responsive to a user entered trigger value for at least one specific event, for generating a real time action response.

23. A system for performing real time monitoring of activities on a web server, the system comprising:

a web server including a source of a plurality of web pages, a web server controller and a web server activity reporter, said web server coupled to the world-wide-web, for receiving requests for at least a first web page from at least one visitor accessing said web server, and responsive to said requests, for providing said at least one web page from said source of said plurality of web pages to said visitor over said world wide web, said information controller for controlling said providing of said at least one web page to said at least one visitor, and said web server activity reporter for providing an indication of at least activities of said at least one visitor accessing said web server;

a data filter, responsive to said web server activity reporter, for filtering at least some of said web server activity information and for providing filtered web server activity information;

a data analyzer, responsive to said filtered web server activity information, for determining at least the present status of said at least one visitor accessing said web server;

a data reporter, responsive to said data analyzer and to a request for visitor information, for organizing and preparing for display, in a graphical format and in real time, at least said present status of said at least one visitor accessing said web server; and

at least one web server administrative terminal including a data display device and a data input device, said at least one web server administrative terminal providing a request for visitor information to said data reporter, and responsive to said data reporter, for displaying, on said data display device, said at least present status of said at least one visitor in graphical format.